

Description:

Idaho Public Television strives to meet the needs and reflect the interests of its varied audiences by inspiring, enriching, and educating the people we serve, enabling them to make a better world.

****NO RESULTS AVAILABLE DUE TO THE IMPLEMENTATION OF NEW MEASURES****

Major Functions and Targeted Performance Standard(s) for Each Function:

1. Provide high quality television and web programming.

A. Number of national awards received by IdahoPTV productions.

Actual Results			
1997	1998	1999	2000
			34
Projected Results			
2001	2002	2003	2004
34	34	34	34

B. Number of national awards received by programs procured by IdahoPTV for broadcast in Idaho.

Actual Results			
1997	1998	1999	2000
			28
Projected Results			
2001	2002	2003	2004
28	28	28	28

2. Foster and nurture collaborative partnerships.

A. Measured by number of public in-state and out-of-state, private in-state and out-of-state partnerships displayed in matrix form. Public Instate/Out of State

Actual Results			
1997	1998	1999	2000
			159/14
Projected Results			
2001	2002	2003	2004
159/14	159/14	159/14	159/14

B. Measured by number of public in-state and out-of-state, private in-state and out-of-state partnerships displayed in matrix form. Private Instate/Out of State

Actual Results			
1997	1998	1999	2000
			19/11
Projected Results			
2001	2002	2003	2004
19/11	19/11	19/11	19/11

3. Provide access to IdahoPTV television content that accommodates the needs of the hearing and sight impaired.

A. Percent of broadcast hours of closed captioned programming to aid visual learners and hearing impaired.

Actual Results			
1997	1998	1999	2000
			84%
Projected Results			
2001	2002	2003	2004
88%	92%	96%	96%

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B. Descriptive video service provided via the second audio program to aid those with impaired vision.

Actual Results			
1997	1998	1999	2000
			0
Projected Results			
2001	2002	2003	2004
0	0	0	0

4. Broadcast programs, and provide related resources, that specifically serve the needs of underserved audiences, which include children, ethnic minorities, and learners and teachers.

A. Children - Channel hours of programming designed specifically for children.

Actual Results			
1997	1998	1999	2000
			3,016
Projected Results			
2001	2002	2003	2004
3,167	3,325	3,491	3,491

B. Ethnic minorities - Channel hours of programming that addresses diversity, citizenship issues, English as a second language, or includes a Spanish-language audio channel.

Actual Results			
1997	1998	1999	2000
			563
Projected Results			
2001	2002	2003	2004
563	563	563	563

C. Learners and Teachers - Channel hours of programs appropriate for use in k-20 classroom, telecourses, teacher professional development resources, adult basic education resources, and technological literacy.

Actual Results			
1997	1998	1999	2000
			994
Projected Results			
2001	2002	2003	2004
994	994	994	994

5. Provide additional access to citizens anywhere in the state to IdahoPTV and PBS resources which support citizen participation and educational goals via the WWW.

A. Number of visitors to our web site.

Actual Results			
1997	1998	1999	2000
			54,821
Projected Results			
2001	2002	2003	2004
57,562	60,440	63,462	63,462

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6. Progress towards DTV implementation, as a "statewide infrastructure in cooperation with public and private entities capable of converging voice, video and data technologies.

A. DTV channel hours of transmission.

Actual Results			
1997	1998	1999	2000
			0
Projected Results			
2001	2002	2003	2004
680	2,449	9,355	9,355

B. Number of transmitters broadcasting a DTV signal (5 required by 5/2003).

Actual Results			
1997	1998	1999	2000
			0
Projected Results			
2001	2002	2003	2004
1	4	5	5

C. Percentage of Idaho population within our DTV signal coverage area.

Actual Results			
1997	1998	1999	2000
			0%
Projected Results			
2001	2002	2003	2004
23%	44%	45%	45%

7. Contribute to a well-informed citizenry.

A. Number of channel-hours of public affairs programming.

Actual Results			
1997	1998	1999	2000
			1,380
Projected Results			
2001	2002	2003	2004
1,380	1,380	1,380	1,380

8. Provide relevant Idaho-specific information.

A. Number of channel-hours of Idaho-specific programming.

Actual Results			
1997	1998	1999	2000
			215
Projected Results			
2001	2002	2003	2004
226	237	249	279

B. Number of IdahoPTV Idaho-specific productions produced during the year.

Actual Results			
1997	1998	1999	2000
			52
Projected Results			
2001	2002	2003	2004
55	58	61	61

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9. Be a relevant educational and informational resource to all citizens.

A. Nielsen Station Audience reports on: Children, less than 12 years old, viewing IdahoPTV.

Actual Results			
1997	1998	1999	2000
			85,150/wk
Projected Results			
2001	2002	2003	2004
90,150	95,150	100,150	100,150

B. Nielsen Station Audience reports on: Adults, of 50+ years, viewing IdahoPTV.

Actual Results			
1997	1998	1999	2000
			128,570/wk
Projected Results			
2001	2002	2003	2004
134,999	141,749	148,436	148,836

C. Nielsen Station Audience reports on: Total audience viewing IdahoPTV.

Actual Results			
1997	1998	1999	2000
			309,000/wk
Projected Results			
2001	2002	2003	2004
324,450	340,673	357,707	357,707

10. Seek increased levels of state, local, and private sector support.

A. Absolute dollar value of the IdahoPTV operating budget NOT covered by direct Idaho JFAC-approved state contribution.

Actual Results			
1997	1998	1999	2000
			4,297,164
Projected Results			
2001	2002	2003	2004
4,149,344	4,252,452	4,427,075	4,559,887

Program Results and Effect:

Idaho Public Television provides quality educational and cultural television and related resources by providing learning opportunities and fostering participation and collaboration in educational and civic activities. By establishing and maintaining statewide industry-standard delivery systems to provide television and other media to Idaho homes and schools. By creating Idaho based programs and resources and by attracting, developing, and retaining talented and motivated employees who are committed to accomplishing the shared vision of Idaho Public Television.

For more information contact Phillip Kottraba at 373-7220.